



Privacy Policy

At Eastern Landlords Association (“ELA”, “we”, “us” or “our”), we are committed to protecting your personal data and respecting your privacy when you visit our website, contact us, become a member, attend our events, or otherwise use our services.

This Privacy Policy explains what personal data we collect, how we use it, who we share it with, how long we keep it, and your rights under UK data protection law.

We may update this Privacy Policy from time to time, so we recommend checking this page occasionally to make sure you are happy with any changes.

Who we are

Eastern Landlords Association is the data controller responsible for your personal data.

Contact details;

Eastern Landlords Association

1 Sprowston Road

Norwich

NR3 4QL

Email: info@easternlandlords.org.uk

Phone: **01603 767 101**

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us using the details above.

What personal data we collect

We may collect and process the following information:

- your name, postal address, email address and telephone number;
- your membership details and account information;
- your username and password for access to any members’ area;
- information you provide when completing forms on our website;
- information you provide when making an enquiry or requesting information from us;
- information you provide when registering for events, training or other services;
- payment and billing information where relevant;



- information you provide if you advertise a property or submit content through our website; and
- technical information relating to your use of our website, such as IP address, browser type and cookie data.

How we collect your personal data

We collect personal data when:

- you fill in forms on our website;
 - you contact us by email, phone or other means;
 - you join ELA or use our services;
 - you register for events, training or updates;
 - you access any members' area of our website; and
 - you use our website, including through cookies and similar technologies.
4. How we use your personal data

We use your personal data to:

- provide our services to you;
- manage memberships and member accounts;
- respond to enquiries and requests;
- send information you have asked for;
- communicate with you about our services, events, training, updates and changes to our website;
- manage website functionality, including members' area access;
- process payments and maintain financial records where relevant;
- improve our website, communications and services; and
- comply with legal, regulatory and administrative obligations.

We will only use your personal data where we have a lawful reason to do so.

Our lawful basis for processing

We process personal data under one or more of the following lawful bases:

- Contract – where processing is necessary to provide services, memberships, events or other services you have requested;
- Legal obligation – where we need to process personal data to comply with the law;



- Legitimate interests – where processing is necessary for the legitimate interests of ELA, such as operating and improving our services, provided those interests are not overridden by your rights; and
- Consent – where you have given us permission to use your data for a specific purpose, such as certain marketing communications.

How we share your personal data

We do not sell your personal data.

We may share your data where necessary with:

- service providers who support our website, systems or administration;
- payment processors and finance providers where relevant;
- professional advisers such as accountants, legal advisers or insurers;
- event or training providers where relevant to a booking or service; and
- regulators, public bodies or law enforcement agencies where required by law.

We require third parties to respect the security of your personal data and to handle it in accordance with the law.

How long we keep your data

We keep personal data only for as long as necessary for the purposes for which it was collected, including to satisfy legal, accounting, regulatory or reporting requirements.

How long we retain data will depend on the type of information, the purpose for which it was collected, and any legal obligations that apply.

When personal data is no longer required, we will delete it securely or anonymise it where appropriate.

Data security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, disclosure or destruction.



Information submitted through our website is stored on secure systems where appropriate. However, while we take reasonable steps to protect your information, the transmission of data over the internet is not completely secure and any transmission is at your own risk.

If you have or choose a password to access any secure part of our website, you are responsible for keeping that password confidential.

Your rights

Under UK data protection law, you may have the right to:

- request access to the personal data we hold about you;
- request correction of inaccurate or incomplete personal data;
- request erasure of your personal data in certain circumstances;
- request restriction of processing in certain circumstances;
- object to processing in certain circumstances;
- withdraw consent where we rely on consent; and
- lodge a complaint.

If you would like to exercise any of your rights, please contact us using the details in this policy.

Cookies and website usage

Our website may use cookies and similar technologies to improve your experience, understand how visitors use the site, and support website functionality.

You can usually control cookies through your browser settings. If you would like more information, please see our Cookie Policy

Complaints

If you have concerns about how we have handled your personal data, you have the right to complain to us.

You can contact us using the details set out above. We will acknowledge your complaint within 30 days and will investigate and respond without undue delay. The ICO's complaints guidance says organisations must provide a way to complain, acknowledge complaints within 30 days, and respond without undue delay.



If you are not satisfied with our response, you can complain to the Information Commissioner's Office (ICO). Further information is available on the <https://www.ico.org.uk>. The ICO's privacy notice guidance says a privacy notice should tell people how they can complain if they have concerns about how their information is being used.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any updates will be posted on this page and will take effect when published.